# Web Design Case Study

Frontend Developer and Designer:
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| Tools | Duration | Role |
|---|---|---|
| HTML, CSS, JavaScript,, Atom, Github | 5 weeks | UI designer and front-end developer |

# Overview

## Objective

To build a responsive website, using the mobile-first approach, that will showcase a well-curated design portfolio that includes at least two projects, a home page, an about page, and contact information.

## Context

This portfolio website is to showcase previous UI designs created during my courses at CareerFoundry, as well as to apply and demonstrate my development knowledge of various front-end languages and applications.

## Insights

### 01 | K.I.S.S (Keep it simple, stupid)

Using my prior knowledge of front-end languages, I strayed from the task to make it more complicated and detailed. As I navigated my way through the tasks, I realized that I did not have enough skills to make my unique changes fit the brief and layout of the wireframes. Because of my desire to showcase my knowledge, I had to go back through each of the tasks and 'undo' a majority of my previous work. This wasted time that I could have otherwise been spending user testing or working on fixing the bugs in my code.

### 02 | The internet is a goldmine of information

If I needed help on an immediate problem with my code, I would look to the internet to find the answers I needed. I've always heard that coders have to be good problem solvers and after going through this course I also agree. There were many days where I had a bug in my code and, along with my mentor's help, I would seek the help from others.

## Solution

I designed my portfolio as an ongoing project where I can place my designs and continue to strengthen my front-end knowledge. The key deliverables of my portfolio site were:

- Application of HTML, CSS, and JavaScript to build a usable and visually appealing website
- Utilized Github to create a repository and publish a Github Page to house my website
- Minimal, but effective, layout and accessible color scheme
- Conduct user testing, checked accessibility, and responsive testing

# _____ The Process _____

During the course, I was provided a brief and wireframes of the layout for each screen which eliminated the time spent planning my site's layout. I spent the most time using the front-end languages to code the website and making necessary changes based on user feedback and accessibility guidelines.

## _____ Timeline

| 01 | Empathize | 02 | Design | 03 | Develop | 04 | Test | 05 | Publish |
|---|---|---|---|---|
| User goals | Color scheme | HTML | User testing and feedback | Github Pages |
| Career goals | Branding | CSS | Browser testing | |
| | Logo | JavaScript | Device testing | |
| | Typeface | Github | Color accessibility testing | |

## _____ Empathize

Before I could identify my ideal user, I needed to think of my career goals and evaluate who may browse my portfolio. This helped me identify what skills, tools, projects, and experience to highlight throughout my portfolio.

### Considerations

**01 | What's my career aspirations?**

My goal is to become a UI designer that specializes in mobile-first application designs with knowledge of front-end development.

**02 | Where do I want to work?**

I plan to work for a large business / corporation designing mobile applications and websites.

### Ideal User

**The ideal user of my site would possess the following characteristics:**

Responsible for hiring decisions

Likely a hiring manager in a large corporation or business

Looking for a designer who is well versed in mobile and web design

Wants a designer with knowledge of front-end development

My portfolio site is an extension of who I am so I wanted my branding colors and typography to visually showcase my personality while remaining accessible.

## Who am I?

| | | | |
|---|---|---|---|
| Minimalistic | Earthy | Realistic | ISFJ-T |
| Introverted | Observant | Calm | Down-to-earth |

## Color Scheme

Staying true to my minimalist self, I kept my colors to a minimum while creating an earthy and calm portfolio site. I debated about using my favorite color, yellow, but the accessibility was low and would have been too vibrant for the feelings I was trying to convey.

### Primary

#FFFFFF

#8D7053

### Secondary

#000000

## Typography

When choosing a typeface for my website, I wanted to stay true to my minimalist side so I chose to use one typeface for both headings, titles, and paragraphs. I varied the font by using normal, bold, and light, to add some visual appeal.All text throughout is black or white to create optimal accessibility.

MONTSERRAT HAIRLINE
MONTSERRAT ULTRA LIGHT
MONTSERRAT LIGHT
MONTSERRAT REGULAR

MONTSERRAT SEMI BOLD
**MONTSERRAT BOLD**
**MONTSERRAT EXTRA BOLD**
**MONTSERRAT BLACK**

# Responsive menu

The menu for my portfolio site is responsive to the screen that the user accesses it from. On smaller screens (mobile) the heading is condensed and the navigation items are hidden behind a hamburger menu that the user will tap to view the selection. On larger screens (tablet through desktop) the user has all the menu items laid out at the top of the screen for easy access. In both cases, the header is fixed in place so, as the user scrolls the site, the navigation buttons are easily accessed from anywhere on the site.
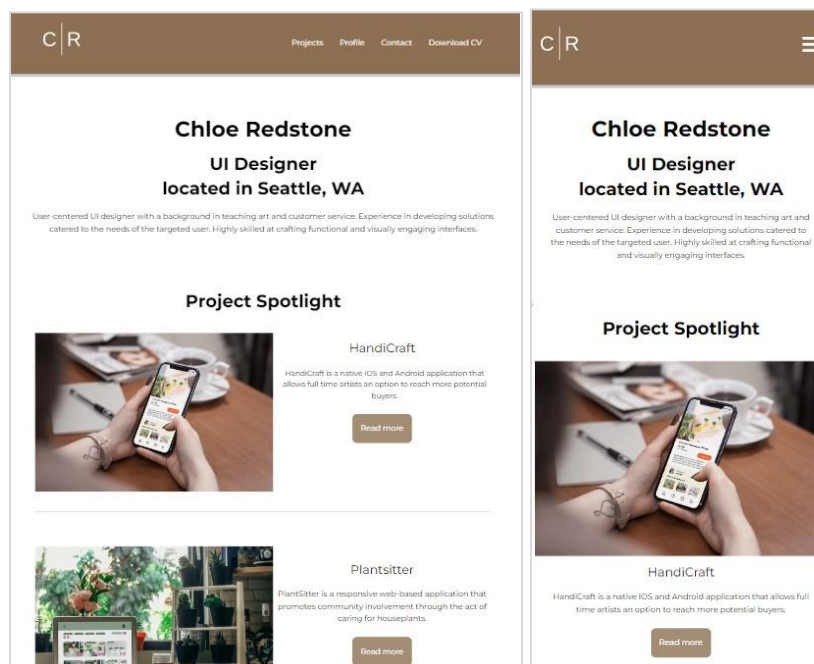
## HTML | CSS

I utilized HTML to lay out  the order of the logo and navigation items. I used CSS to create the flow of the header by floating my logo to the left of the screen and placing the navigation / hamburger menu to the right of the screen no matter what size screen it is visited from. CSS also was used to add color and hover color changes to the navigation items as they are clicked / hovered upon.

## JavaScript

Using JavaScript I was able to make the hamburger menu responsive to the touch of the user. As the user taps the menu button, the navigation will open up to allow for a selection. After the selection has been made, the screen will change and the menu will automatically close until the next tap.

# Responsive screens

Utilizing CSS I was able to create a grid to house my screen items based on the size of screen it was being viewed on. When in mobile mode, the project items on the index page appear as one column but as you view on screens larger than 640, it changes to two columns and two rows.

# User Testing

I conducted user testing on my original project to get real time feedback of potential users of my portfolio site. My goal for conducting the research was to see if my website was organized, visually appealing, and worked without apparent bugs in the code. Below are some of my findings from my initial test.

## 01 | Fix code for hamburger menu

During my initial test, the hamburger menu was not visible and was causing issues for the users who were testing the site on their mobile phones. This was a critical error that needed to be fixed before it was published.

## 02 | Place resume download somewhere more visible

My resume download button was currently only located on the profile page underneath my skills, tools, and background information. Through testing, I was able to realize that this important aspect should be readily available no matter where the user is on the site. This was an urgent issue that I felt was necessary to update prior to publishing the site. In my second iteration, I added the resume to the navigation menu to make it visible on any page.

# Reflection | Next Steps

After completing my first portfolio site using HTML, CSS, and JavaScript, there are some things I want to continue building upon as my front-end skills evolve.

## 01 | Add more projects

As I continue to develop the site I plan to add all of my previous projects so that it can showcase all of the hard work I have created during my short time learning at CareerFoundry.

## 02 | Expand my color scheme

During user testing, a user wanted more variation in colors on the site to add more excitement. Sticking to minimalism, I will add more shades and tones of the primary brown to add more variation and visual appeal.